

## MEMORANDUM

10/11/2013

TO: Patrick Lacefield, Director, Office of Public Information  
Leslie Hamm, MC311 Director

FROM: CountyStat

SUBJECT: MC311 Semi-Annual Performance Review

**The following items were identified for follow-up during the 10/9/2013 CountyStat meeting:**

1. Identify the remaining candidates for Tier 2 call handling in the MC311 Call Center (i.e. any department with a back-office lookup function)  
Responsible parties: PIO  
Other parties: none  
Deadline: 3/28/2014
2. Investigate intake of SR and GI calls via text and Twitter  
Responsible parties: PIO  
Other parties: none  
Deadline: 3/28/2014
3. Work with DTS to address existing technical/hardware issues that can negatively impact MC311 customer service  
Responsible parties: PIO  
Other parties: none  
Deadline: 3/28/2014
4. Add one or two MC311-related questions to the winter Internal Customer Service Survey  
Responsible parties: CountyStat  
Other parties: PIO  
Deadline: 11/8/2013
5. Improve the closed-loop process (caller-MC311-department-back to caller) where possible  
Responsible parties: PIO  
Other parties: none  
Deadline: 3/28/2014
6. Follow up with DTS about revisions being made to the County employee directory (intranet vs. internet, prominence and ease of use, etc.)  
Responsible parties: CountyStat  
Other parties: none  
Deadline: 11/15/2013

7. Research how other 311 systems around the U.S. who have successfully brought in other jurisdictions as "customers" handled issues pertaining to governance and where each jurisdiction's responsibility begins and ends with respect to the handling of SRs (follow-up item from 2/13/2013)

Responsible parties: PIO  
Other parties none  
Deadline: 3/28/2014

8. Develop an official "sales pitch" for bringing other municipalities or outside agencies/systems into MC311 and explore possible billing structures (follow-up item from 2/13/2013)

Responsible parties: PIO  
Other parties none  
Deadline: 11/1/2013

9. Make 311 more visible/prominent on the County's website (follow-up item from 4/10/2013)

Responsible parties: PIO  
Other parties none  
Deadline: 12/31/2013

10. Investigate ways to continue to improve MC311 customer surveys (is there a possible incentive that can be offered for responding? Can the survey methods be consolidated?)

Responsible parties: PIO  
Other parties none  
Deadline: 3/28/2014

11. Update/"re-brand" MC311 public information and marketing materials (follow-up item from 4/10/2013)

Responsible parties: PIO  
Other parties none  
Deadline: 12/31/2013

cc: Timothy Firestine, Chief Administrative  
Fariba Kassiri, Assistant Chief Administrative Officer